

Abstract of the Disclosure

A method of advertising for use by a Gaming Service Provider providing as set-top box in connection with a wide area network is disclosed. The set-top box functions as a customer gaming console. The method includes the steps of providing an identification from the customer gaming console to a Gaming Service Provider providing an advertisement out of a plurality of advertisements to the customer gaming console, initializing the customer gaming console for playing a game and for displaying the advertisement, playing a game on the customer gaming console, and displaying the advertisement on the customer gaming console, when the game is not being played. Alternatively, the steps of the method are not initialized by the Gaming service provider, but from the gaming console site. Further, certain games played on the gaming console incorporate advertisements into their gaming environments.